

```
? show files; ds
File 35:Dissertation Abs Online 1861-2007/Apr
  (c) 2007 ProQuest Info&Learning
File 583:Gale Group Globalbase(TM) 1986-2002/Dec 13
  (c) 2002 The Gale Group
File 65:Inside Conferences 1993-2007/May 16
  (c) 2007 BLDS all rts. reserv.
File 2:INSPEC 1898-2007/May W1
  (c) 2007 Institution of Electrical Engineers
File 474:New York Times Abs 1969-2007/May 16
  (c) 2007 The New York Times
File 475:Wall Street Journal Abs 1973-2007/May 16
  (c) 2007 The New York Times
File 99:Wilson Appl. Sci & Tech Abs 1983-2007/Apr
  (c) 2007 The HW Wilson Co.
File 256:TecInfoSource 82-2007/Jun
  (c) 2007 Info.Sources Inc
File 47:Gale Group Magazine DB(TM) 1959-2007/May 07
  (c) 2007 The Gale group
File 570:Gale Group MARS(R) 1984-2007/May 15
  (c) 2007 The Gale Group
File 635:Business Dateline(R) 1985-2007/May 16
  (c) 2007 ProQuest Info&Learning
File 476:Financial Times Fulltext 1982-2007/May 16
  (c) 2007 Financial Times Ltd
File 477:Irish Times 1999-2007/May 16
  (c) 2007 Irish Times
File 710:Times/Sun.Times(London) Jun 1988-2007/May 16
  (c) 2007 Times Newspapers
File 711:Independent(London) Sep 1988-2006/Dec 12
  (c) 2006 Newspaper Publ. PLC
File 756:Daily/Sunday Telegraph 2000-2007/May 16
  (c) 2007 Telegraph Group
File 757:Mirror Publications/Independent Newspapers 2000-2007/May 16
  (c) 2007
File 387:The Denver Post 1994-2007/May 14
  (c) 2007 Denver Post
File 471:New York Times Fulltext 1980-2007/May 17
  (c) 2007 The New York Times
File 492:Arizona Repub/Phoenix Gaz 19862002/Jan 06
  (c) 2002 Phoenix Newspapers
File 494:St LouisPost-Dispatch 1988-2007/May 15
  (c) 2007 St Louis Post-Dispatch
File 631:Boston Globe 1980-2007/May 16
  (c) 2007 Boston Globe
File 633:Phil.Inquirer 1983-2007/May 15
  (c) 2007 Philadelphia Newspapers Inc
File 638:Newsday/New York Newsday 1987-2007/May 16
  (c) 2007 Newsday Inc.
File 640:San Francisco Chronicle 1988-2007/May 16
  (c) 2007 Chronicle Publ. Co.
File 641:Rocky Mountain News Jun 1989-2007/May 16
  (c) 2007 Scripps Howard News
File 702:Miami Herald 1983-2007/May 12
  (c) 2007 The Miami Herald Publishing Co.
File 703:USA Today 1989-2007/May 16
  (c) 2007 USA Today
File 704:(Portland)The Oregonian 1989-2007/May 15
  (c) 2007 The Oregonian
File 713:Atlanta J/Const. 1989-2007/May 13
  (c) 2007 Atlanta Newspapers
```

File 714: (Baltimore) The Sun 1990-2007/May 16  
 (c) 2007 Baltimore Sun  
 File 715: Christian Sci. Mon. 1989-2007/May 17  
 (c) 2007 Christian Science Monitor  
 File 725: (Cleveland) Plain Dealer Aug 1991-2007/May 15  
 (c) 2007 The Plain Dealer  
 File 735: St. Petersburg Times 1989- 2007/May 13  
 (c) 2007 St. Petersburg Times

Set	Items	Description
S1	1	((SEGMENT??? OR SEGMENTATION? ?) (9N) (CUSTOMER? ? OR PRODUC- T? ? OR MARKET? ?)) (S) ((MULTIPLICATIVE OR ATTRACTION) (W) MODEL? ?) AND PY<2003
S2	61	((SEGMENT??? OR SEGMENTATION? ?) (9N) CUSTOMER? ?) (S) ((SEG- MENT??? OR SEGMENTATION? ?) (9N) PRODUCT? ?) (S) MODEL? ?) AND PY<- 2003
S3	181	((PRODUCT? ? OR GOODS OR MERCHANDISE) (11N) (PROMOT???? OR AD OR ADS OR ADVERTI????????) (S) (MODEL???? OR ANALYSIS OR ANALY- SES OR ANALYZ???) (S) (DISCOUNT??? OR REBAT??? OR ((REDUC??? OR REDUCTION? ?) (7N) (PRICE? ? OR COST? ?))) AND PY<2003
S4	172	RD (unique items)
S5	143	S4 AND PY<2001
S6	29	S4 NOT S5

S1, S2, S3, S4, S5, S6: searched through  
 S5: searched through

NDK

5/16/2007

```

? show files;ds
File 15:ABI/Inform(R) 1971-2007/May 15
    (c) 2007 ProQuest Info&Learning
File 9:Business & Industry(R) Jul/1994-2007/May 15
    (c) 2007 The Gale Group
File 610:Business Wire 1999-2007/May 16
    (c) 2007 Business Wire.
File 810:Business Wire 1986-1999/Feb 28
    (c) 1999 Business Wire
File 275:Gale Group Computer DB(TM) 1983-2007/May 15
    (c) 2007 The Gale Group
File 476:Financial Times Fulltext 1982-2007/May 16
    (c) 2007 Financial Times Ltd
File 624:McGraw-Hill Publications 1985-2007/May 15
    (c) 2007 McGraw-Hill Co. Inc
File 636:Gale Group Newsletter DB(TM) 1987-2007/May 15
    (c) 2007 The Gale Group
File 621:Gale Group New Prod.Annou.(R) 1985-2007/May 15
    (c) 2007 The Gale Group
File 613:PR Newswire 1999-2007/May 16
    (c) 2007 PR Newswire Association Inc
File 813:PR Newswire 1987-1999/Apr 30
    (c) 1999 PR Newswire Association Inc
File 16:Gale Group PROMT(R) 1990-2007/May 15
    (c) 2007 The Gale Group
File 160:Gale Group PROMT(R) 1972-1989
    (c) 1999 The Gale Group
File 634:San Jose Mercury Jun 1985-2007/May 13
    (c) 2007 San Jose Mercury News
File 148:Gale Group Trade & Industry DB 1976-2007/May 15
    (c) 2007 The Gale Group
File 20:Dialog Global Reporter 1997-2007/May 13
    (c) 2007 Dialog

```

Set	Items	Description
S1	1194397	((SEGMENT??? OR SEGMENTATION? ?) (9N) (CUSTOMER? ? OR PRODUCT? ? OR MARKET? ?))
(S2	2	S1(S) ((MULTIPLICATIVE OR ATTRACTION) (W) MODEL? ?) AND PY<20-03
S3	895	((SEGMENT??? OR SEGMENTATION? ?) (9N) CUSTOMER? ?) (S) ((SEGMENT??? OR SEGMENTATION? ?) (9N) PRODUCT? ?) (S) MODEL????? AND PY- <2003
S4	538	RD (unique items)
S5	357	S4 AND PY<2001
S6	181	S4 NOT S5
S7	26566	((PRODUCT? ? OR GOODS OR MERCHANDISE) (11N) (PROMOT???? OR AD OR ADS OR ADVERTI???????) (S) (MODEL???? OR ANALYSIS OR ANALYS- ES OR ANALYZ????) AND PY<2003
S8	1345	((PRODUCT? ? OR GOODS OR MERCHANDISE) (11N) (PROMOT???? OR AD OR ADS OR ADVERTI???????) (S) (MODEL???? OR ANALYSIS OR ANALYS- ES OR ANALYZ????) (S) (DISCOUNT??? OR REBAT??? OR ((REDUC??? OR - REDUCTION? ?) (7N) (PRICE? ? OR COST? ?))) AND PY<2003
S9	958	RD (unique items)
(S10	703	S9 AND PY<2001
S11	255	S9 NOT S10

searched through

nor

8/16/07

## Freeform Search

<input type="checkbox"/> US Pre-Grant Publication Full-Text Database <input type="checkbox"/> US Patents Full-Text Database <input type="checkbox"/> US OCR Full-Text Database <b>Database:</b> <input type="checkbox"/> EPO Abstracts Database <input type="checkbox"/> JPO Abstracts Database <input type="checkbox"/> Derwent World Patents Index <input type="checkbox"/> IBM Technical Disclosure Bulletins	
<b>Term:</b>	<code>((product or goods or merchandise) WITH (promot\$4 or ad or adverti\$7)) SAME (model\$4 or analysis or analyz\$3) SAME (discount\$3 or rebat\$3 or</code>
<b>Display:</b>	<input type="text" value="10"/> Documents in <u>Display Format:</u> <input type="text" value="-"/> Starting with Number <input type="text" value="1"/>
<b>Generate:</b>	<input type="radio"/> Hit List <input checked="" type="radio"/> Hit Count <input type="radio"/> Side by Side <input type="radio"/> Image

### Search History

DATE: Wednesday, May 16, 2007 [Purge Queries](#) [Printable Copy](#) [Create Case](#)

Set

Name Query

side by  
side

Hit  
Count

Set  
Name  
result  
set

DB=EPAB,JPAB,DWPI,TDBD; PLUR=YES; OP=OR

L1 `((product or goods or merchandise) WITH (promot$4 or ad or adverti$7)) SAME (model$4 or analysis or analyz$3) SAME (discount$3 or rebat$3 or ((reduc$3 or reduction) NEAR7 (price or cost)))`

22 L1

SEARCHED  
THROUGH,  
MW16  
& DATE

END OF SEARCH HISTORY

*WDR*

*5/16/2007*